

**Government of India  
Ministry of Communications  
Department of Telecommunications  
Access Services Wing  
20, Ashoka Road, New Delhi-110001**

No.16-1/2017/AS-III/Short Codes)/407/20

Dated: 25 /01/2022

To,


All Access Service Providers,

**Subject: Allocation of Short Code '1907' to Department of Agricultural Marketing & Agricultural Business, Government of Tamil Nadu.**

Short code '1907' is allocated as helpline number to Department of Agricultural Marketing & Agricultural Business, Government of Tamil Nadu to provide the help to FPOs (Farmer Producer Organizations) through redressing the queries of the farming community and in disseminating information about technology and facilities to Farmers and FPOs with following features as:

- (i) Category-I: Service (i.e. mandatory service to be provided by all the Access providers).
- (ii) Accessibility: Restricted i.e. within LSA.
- (iii) Metered Service: (It may be taken as Called Party Pays or Calling Party Pays depending on a separate intimation, to this effect, issued from the agency to which this short code is allocated in furtherance to this DoT instruction).

2. All are requested to take necessary action.

  
(Sanchit Kumar Garg) 25/01/2022  
ADG (AS-II)

**Copy forwarded for information and necessary action, if any, to:**

1. Secretary, TRAI.
2. CMD MTNL/ CMD BSNL.
3. Dr. S. Natarajan, Managing Director (TNSFAC)/Director, Agricultural Marketing & Agricultural Business, Guindy, Chennai-600032 w.r.t. letter No. TNSFAC/1278/2021 dated 05.01.2022 with a request to appoint a nodal officer to implement the helpline. The Nodal officer may contact Sr. DDG (LSA), LSA Unit, concerned States/UTs.
4. Director (P&N), DGT (HQ), (respective LSA field unit may be asked to co-ordinate with respective Nodal Officers and TSPs for implementation of Helpline, as and when approached).
5. A copy for upload on DoT Website.